

# **MMR: MASS MARKET RETAILERS**

## **1993 Editorial Calendar**

<u>ISSUE DATE</u>	<u>EDITORIAL FEATURE</u>	<u>INDUSTRY EVENT</u>
Jan. 11	Retailer of the Year Marketing: Electronics	CES January 7-10, Las Vegas, NV International Housewares Show January 10-13, Chicago, Ill.
Jan. 25	Marketing: Greeting Cards	FMI Mid-Winter, January 17-20 Indian Wells, CA NRF, January 17-20, New York
Feb. 8	Marketing: Hair Care	Toy Fair, Feb. 8-17, New York NGA Convention, February 7-10 San Francisco, CA
Feb. 22	Marketing: Photography	PMA, Feb. 18-21, Atlanta, GA AWMA Winter Show, Feb. 25-27 Los Angeles, CA
March 8	Marketing: Beer & Wine	
March 22	WAL-MART Marketing: Fashion Accessories	
April 5	Marketing: Tobacco	CDMA, April 1-4, Atlanta, GA
April 19	Annual Report of Mass Market Industries Marketing: Oral Hygiene	NACDS Annual Meeting, Apr. 17-22 Palm Beach, FL
May 3	DOUBLE ISSUE Money: Annual Hybrid Formats People: MMR's Top Executives Marketing: Housewares	IMRA Annual Meeting May 1-5, Orlando, FL FMI Annual Convention May 9-12, Chicago, Ill.
May 31	Marketing: Skin Care Topics: GMDC/HBC Special Report	GMDC/HBC Mktg. Conf. May 21-26, Marco Island, FL

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June 14	Marketing: Videotapes	CES, June 5-8, Chicago, Ill.
June 28	Topics: What's Hot, What's Not Marketing: OTC Drugs	NACDS Marketplace, June 27-30 San Diego, CA
July 12	Marketing: TV Brands	
July 26	Marketing: Candy	AWMA, July 21-23, Denver, CO
August 9	Marketing: Lighting Products; Batteries	National Hardware Show Aug. 15-18, Chicago, Ill.
August 23	MMR Sales Report	
Sept. 6	Marketing: Hosiery	CDMA Fall Show, Sept. 9-12 Washington, DC GMDC/GM, Sept. 10-15 Scottsdale, AZ
Sept. 20	Marketing: Hottest Mass Market Beauty Categories	Exclusively HBA, Sept. 21-23 Detroit, MI
Oct. 4	Marketing: Beverages	
Oct. 18	Marketing: Cosmetics/Fragrances	FMI GM/HBC Expo, Oct. 17-20 Dallas, TX
Nov. 1	Marketing: Household Products	
Nov. 15	Marketing: Private Label/ Store Brands	PLMA, November 14-17 Chicago, Ill.
Nov. 29	Marketing: Home/Office Supplies	NFBA, December 3-7 Chicago, Ill.
Dec. 13	Full Issue Study	SHOPA, December 8-11 New Orleans, LA

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